

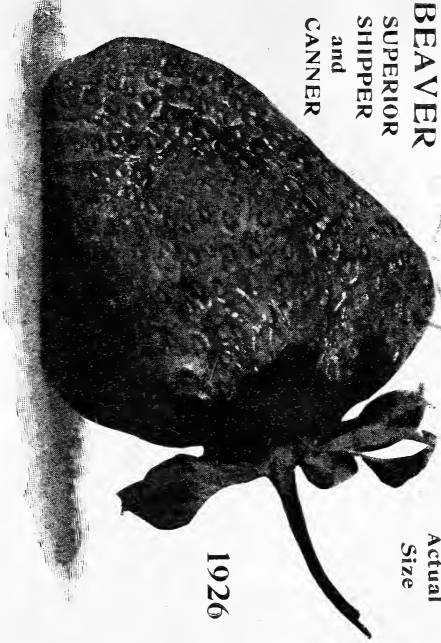
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BEAVER
SUPERIOR
SHIPPER
and
CANNER

Actual
Size

1926



JEFF BEAVER & SONS

Route No. 5

EAU CLAIRE, WIS.

INDEXED

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* JUL 11 1926 *
U. S. Department of Agriculture

OUR GUARANTY.

We guarantee every plant sold by us to be first class in every respect; free from any injurious disease or insects, and true to name, and we hold ourselves ready, upon proper proof, to refund or replace any that proves otherwise, providing complaint is received not later than September 1st of same year stock was originally purchased. It is mutually agreed between ourselves and the customer that we shall not be liable for a greater sum than the amount paid us for the plants.

FOR REFERENCE, Union National Bank, Eau Claire, Wisconsin.

Nursery certificate number 973.

OUR TERMS are cash with order. Remit by draft, express or post-office money order. No C. O. D. orders considered.

From the tables below you can readily determine the amount of postage required on your order. Add to your order for each 100 plants for postage the following amounts according to zone:

zone 1-2	zone 3	zone 4	zone 5	zone 6	zone 7	zone 8
.09	.17	.21	.29	.35	.45	.54

If no remittance for postage is included with your order we will ship by express. Orders for more than 1000 plants within the 3rd zone, or more than 500 beyond, express will be the best method of shipment.

EXPRESS SHIFMENTS :—Beaver's plants are delivered to the transportation company in strictly first class condition, and there our responsibility ceases. If package is broken on arrival, or an unreasonable time enroute, patrons should place claim at their end of the line.

BEAVER

This new variety was originated by C. H. Beaver Eau Claire, Wis. Is a cross of Dr. Burrill and Premier, and is our own introduction, being first placed on the market in the spring of 1925:

Beaver is a perfect blossom strawberry of exceptional quality and productiveness. The berries are of a deep, glossy red, which extends over the entire berry to the heart of the fruit, and are of an exceptional size and perfect form. It is very hardy and frost resistant in both bud and blossom. Produced a good crop of fruit when other varieties were almost a total loss by the heavy frost of May 25, 1925. The fruit is very firm and of such texture that it does not require picking more than twice a week. While we class the Beaver as an early variety, it extends over such a long period of time that it may also be classed among the late varieties. As a shipper it is unsurpassed. After having fruited this berry for six years, we say without hesitation, that for shipping purpose it is superior to any variety yet introduced in northern Wisconsin. In addition to its superior shipping qualities. it is a wonderful canning berry. Is better in appearance and equal in flavor to Warfield, and is of sufficient firmness that it does not break down in the can. Has dark green foliage, very strong and vigorous, good runner maker and drouth resister. This is a combination of qualities not found in any other variety.

FERNDELL

S. H. LIND, PROP.

STAPLE, FANCY AND EXTRA FANCY GROCERIES,
Fruits and Vegetables in all Seasons.

Eau Claire, Wis., August 1st, 1924

Jeff Beaver & Sons,
Eau Claire, Wis.:

Dear Sirs:

We wish to comment on the keeping quality of your new strawberry, the "Beaver". As a shipping berry they are the best we have ever had, and we have had them in our warehouse from 24 to 48 hours without shrinkage.

The demand for this berry from our customers has increased each year, and we look forward to a greater increase next year.

Trusting you will continue to meet the increasing demand, and thanking you for your splendid service, we remain,

Yours truly,

FG-SHL.

Ferndell Grocery,
S. A. LIND.

Eau Claire, Wis., July 5th, 1924.

We have sold the "Beaver" berries for two seasons, and have found them to be especially fine keepers in the hot weather. We find them not subject to strawberry leak.

DOUGLAS CASH GROCERY,
426 Water Street.

PREMIER

PREMIER is an extra early variety, is a strong polinizer and heavy producer of extra large, bright red berries, of most delicious flavor. Premier is choice for either home or market. It succeeds in all soils and climates.

DR. BURRILL

DR. BURRILL surpasses all other mid-season varieties; is a heavier producer of large, dark red berries which are very fancy and delicious, and reach market in fine condition; Root deeply and is a great drought resister. Resembles Senator Dunlap.

GIBSON

GIBSON mid-season variety is very popular in some localities, owing to its productiveness. Plant is a thrifty grower, and makes a good fruiting row.

CHAMPION

Everbearing Strawberry

CHAMPION is the leading everbearing strawberry, because of its large crops of fine, delicious berries that ripen from early summer until late fall, in large quantities every week, first year plants are set. Berries are of the same extra quality as Progressive, but much more productive.

OUR PRICES.

Quantity	25	50	75	100	500	1000
Beaver (Per.)	\$1.00	\$1.75	\$2.40	\$3.00	\$10.00	\$20.00
Premier (Per)	.40	.60	.80	1.00	3.50	7.00
Dr. Burrill (Per)	.40	.60	.80	1.00	3.50	7.00
Gibson (Per)	.40	.60	.80	1.00	3.50	7.00
Champion Everbearing	.50	.80	1.00	1.20	4.50	9.00

JEFF BEAVER & SONS

Route 5

Eau Claire, Wisconsin

